

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62-83

C. E. WILSON NURSERIES

JACKSONVILLE, TEXAS • PHONE 4117

• Rose Bushes.

Patented and
Standard Varieties

• Shrubs.

• Vines.



PACKAGED AND PROCESSED PLANTS AT THEIR BEST

Fall 1953 • Spring 1954

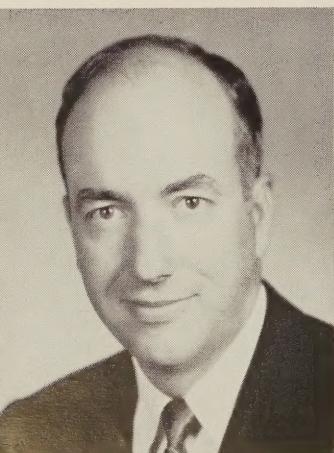
Wilson - Seal-Kraft - An Interesting Story



CLARENCE E. WILSON
Founder



CARROLL W. WILSON
President
Sales & Administration



HEWITT E. WILSON
Secretary
Production

In 1914 Mr. Clarence E. Wilson, (having worked in other nurseries since childhood days), started the nursery business which now bears his name in Manchester, Connecticut. His first endeavor in the nursery business was primarily in the production of small seedlings and plants, such as fruit tree seedlings, barberry hedge plant seedlings and rose bush seedlings. These small plants were sold to other large wholesale nurseries for further development into finished salable size plants. As time went by, he also started the production of the finished plants, which in some cases required 5, 6 and even 10 years. By 1925 his nursery was a reasonably complete one, handling many kinds of finished plants as well as small ones.

At about that same time, sale of nursery stock, especially rose bushes, was started through retail store outlets, such as department stores, chain stores and seed stores. Plants packaged for early sale were very crudely packaged and did not remain in good condition very long in the hot and dry store atmosphere. Realizing this, he spent considerable time developing ways to improve the packaging of plants. One of his first steps was the use of heavy duplex Krinkle-Kraft paper, in order to retain as much moisture as possible around the roots of the plant. This type paper is still used today, although it is now being superseded gradually by improved packaging materials. Holding the moisture around the roots of the plants was only half the story, since the tops, or the canes, were not protected. As soon as plants were placed in the hot and dry atmosphere of a store, evaporation of moisture from the plants started and within just a few days, or even a matter of hours, the plants became dry and, consequently, dead. At this point Mr. C. E. Wilson started working on a wax coating which might serve the purpose of holding within the plant the moisture so necessary to its existence. After much hard work and thousands of experiments, a suitable wax formula was found, and in 1931 United States Letters Patent was granted to Mr. C. E. Wilson, covering his wax coating process. This patented wax coating process was trade-marked "Seal-Kraft". This was the first successful wax coating in the entire industry and has proved to be the most important contribution to the successful merchandising of rose bushes and other plants through retail store outlets.

With the advent of volume sales made possible by the Seal-Kraft wax coating process the sale of rose bushes became an increasingly important part of the Wilson Nursery business.

The production of rose bushes in Connecticut was not as economical, nor as practical, as in other parts of the country, and the natural result was to obtain rose bushes from the East Texas area; then and now, the largest rose bush producing area in the United States. Rose bushes were purchased in carload quantities in Texas and shipped to Manchester, Conn., for packaging and processing. It was not long before the extensive distribution created by the immediate acceptance of Seal-Kraft roses dictated the establishment of packing operations in Texas at the source of the rose bushes.

In 1936 a branch packing plant was established in Jacksonville, Texas, under the direct supervision of Carroll W. Wilson, oldest of three sons of Mr. C. E. Wilson. From 1936 through 1939 operations at Jacksonville consisted only of packaging of plants grown by our contract grower. In 1939 growing operations were established in Texas, and C. E. Wilson Nurseries (a Texas Corp.) was established at that time. From this time on operations at Manchester, Conn., were gradually transferred to Jacksonville, Texas, which are now headquarters of the Wilson organization.

During World War II growing operations in Texas were confined, as they should have been, to necessary war crops, and nursery operations were practically at a standstill. Immediately following the war an extensive production program was initiated in Texas and has continued to grow until a good portion of the plants packaged and processed are now our own production.

In 1945 Hewitt E. Wilson, second son of Mr. C. E. Wilson, moved to Jacksonville, Texas, and joined the firm and, now along with Carroll W. Wilson, is actively engaged in the management of the firm. At the death of Mr. C. E. Wilson in 1948, Carroll W. Wilson assumed the Presidency of the firm and Hewitt E. Wilson became Secretary.

Operations at Manchester, Conn., are now separately maintained as Wilson's Nurseries under direct supervision of G. S. Wilson, third son of C. E. Wilson. Wilson's Nurseries at Manchester are serviced both as to plants and packages by C. E. Wilson Nurseries at Jacksonville, Texas.

Because of the production of rose bushes in Texas, a most integrated operation can be maintained to the direct benefit of our customers. Our present facilities, in addition to our extensive growing operations, include the first cold storage warehouse built in Texas for the sole purpose of the storage and handling of rose bushes. Our operations, for the most part, are confined to rose bushes, since they represent the major portion of store sales. Our business is devoted entirely to the packaging of plants for sale over the retail store counter, and is our only business; as a result, we are able to give close attention and personalized service to every aspect and detail in connection therewith.

Constant improvement of our packages is being made as new packaging materials develop, and improved facilities established as fast as possible. Increasing sales volume every year is sufficient indication of the progressive nature of our business.

TELEPHONE 4117

C. E. WILSON NURSERIES

JACKSONVILLE, TEXAS



Your Best Buy In Packaged Nursery Stock Fall 1953 - Spring 1954

HERE'S THE HOW AND WHY

QUALITY

Real Honest Quality is the greatest single reason for Seal-Kraft success. It is based on three factors—plants, plant storage facilities and plant packages.

PLANTS

Scientific production methods—Fertilization—Regular dusting—Cultivation, etc. insure quality of Seal-Kraft plants. Uniform grading standards throughout entire season—not big one time and small the next. Certified disease and insect free by state department of agriculture.

REFRIGERATED STORAGE FOR PRESERVATION OF PLANT VITALITY

Our refrigerated cold storage warehouse was designed and built specifically to meet the exacting temperature and humidity requirements for proper storage of rose bushes. It affords positive protection at all times against damage from freezes—devitalizing growth induced by heat—loss of moisture from any cause. Any plant given less protection than that afforded Seal-Kraft plants possess less vitality. SEAL-KRAFT IS THE BEST PLANT LIFE INSURANCE YOU CAN BUY.

PLANT PACKAGES

Seal-Kraft plant packages enjoy undisputed leadership in their field. Every package has been designed for maximum plant protection and sales appeal; and, to accomplish these objectives without adding excess transportation or material costs that add little to the protection or value of the plant itself.

SERVICE

From distribution point or nursery, you have Seal-Kraft plants when and as YOU want them. ALL BUILDINGS, EQUIPMENT, AND OPERATIONS HAVE BEEN DESIGNED SPECIFICALLY FOR THE PACKAGED PLANT BUSINESS—IT IS NOT A SIDE LINE WITH US. No delays for Seal-Kraft plants because of bad weather, lack of supplies or plants, or inadequate facilities to handle the big rush. Stock shipped every day by 3 railroads, 4 truck lines, and fast express service.

DEPENDABILITY

Thirty-nine years of pioneering and specializing in the growing, handling, storage, and packaging of plants for SAFE distribution to the ultimate consumer is the foundation of our experience and know how. This, together with our unexcelled facilities to perform all operations at the right time, plus proven performance, is the basis of our reputation for dependability.

PRICED RIGHT

Not so low that we can't do the job right.
Not so high that you can't be competitive or make a profit.

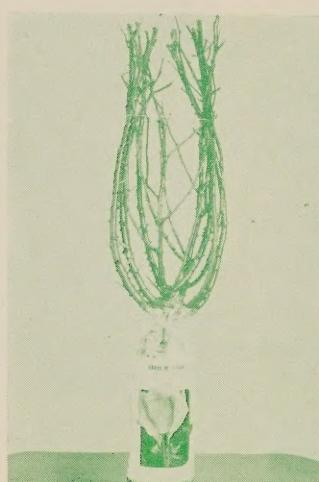
Compare All Ways And You Will Buy "Seal-Kraft"

U. S. Patent
1894506



PACKAGES - DESCRIPTIONS - SPECIFICATIONS - PRICES

IMPORTANT NOTE ON PRICES: Prices quoted here are F.O.B. Nursery at Jacksonville, Texas. For your cost at distribution point see page 7 for explanation of cold storage distribution plan and costs (added to F.O.B. cost) at distribution point to cover storage and freight.

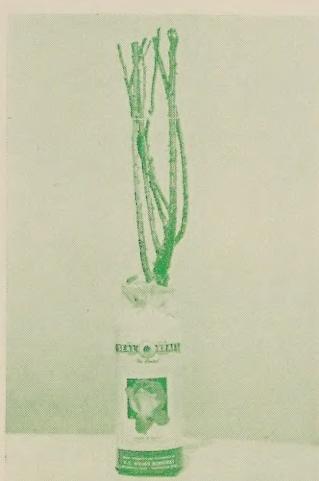


BRAND AAA

DELUXE SILVER SEAL—brand AAA

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas
12	1	3.0 lbs.	85c Each

- * The finest, most attractively packaged Rose Bush in America. Best in every way.
- * Plants extra heavy—giant—Jumbo grade—minimum of 4, often 6 or more canes—only best 10% of crop in this package.
- * Double protection from loss of moisture from packing material is provided by inner wrapping of plastic film and outer wrapping of aluminum foil laminated paper bag.
- * Canes of plants Seal-Kraft wax coated.
- * Planting and cultural instructions printed on bag.
- * Maximum sales appeal provided by large 6x7 inch four-color variety illustration against background of bright silver foil.
- * Order Brand AAA—Minimum order—6 plants per variety. Total order in multiples of 12 plants. Order varieties on Standard variety list on Page 4.



BRAND A

GOLD SEAL—brand A

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas
12 & 24	1	2.0 lbs.	60c Each

- * Outstanding #1 Packaged Rose Bush available today.
- * Strong #1 grade plants—minimum of 3 heavy canes (generally in combination with additional lighter canes).
- * New improved package with inner Polyethylene liner provides maximum protection from loss of moisture around roots.
- * Canes of plants Seal-Kraft wax coated.
- * Attractively designed two-color (yellow and green) printed bag is solidly packed for neat packages of uniform size.
- * Four-color 4"x3" variety label offers ample sales appeal.
- * Order Brand A—minimum order 6 plants per variety—total order in multiples of 12. Order varieties on Standard variety list on Page 4.



BRAND B

RED SEAL—brand B

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas
24 & 36	1	1.4 lbs.	45c Each

- * The original Seal-Kraft package that pioneered modern methods of merchandising plants in retail stores.
- * Strong medium grade plants. Minimum of two strong canes in combination with additional lighter canes—See illustration.
- * Moisture around roots retained by special grade of heavy duplex paper with extra coating of asphalt to provide maximum waterproofness.
- * Canes of plants Seal-Kraft wax coated.
- * Two ties securely holds wrapping around roots.
- * Attractive 6"x3" four-color variety illustration.
- * Best package in a highly competitive market price range.
- * Order Brand B—minimum order 6 plants per variety—total order in multiples of 12. Order varieties on Standard variety list on Page 4.

PACKAGES - DESCRIPTIONS - SPECIFICATIONS - PRICES



IMPORTANT NOTE ON PRICES: Prices quoted here are F.O.B. Nursery at Jacksonville, Texas. For your cost at distribution point see page 7 for explanation of cold storage distribution plan and costs (added to F.O.B. cost) at distribution point to cover storage and freight.



PATENTED ROSES

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas
12	1	1 3/4 lbs.	Minimum retail less 40% - See Variety List

- * New Seal Pakt individually Boxed Package.
- * Good #1 grade Plants properly pruned (cut back to 8"x10") and ready for planting.
- * Canes are Seal-Kraft wax coated.
- * Plant (both roots and top) fully encased in transparent plastic bag to withhold moisture.
- * Open window in box to afford visibility of plant within.
- * Beautiful box size 3"x5"x22" high with large 6"x7" four-color illustration.
- * Light weight—only 1 3/4 pounds—means saving in transportation cost.
- * Most attractive and distinctive Patented Packed Rose available anywhere.
- * Order Brand AX—minimum order—3 plants per variety—total order in multiples of 12 plants. See variety list on Page 5.

BUNDLE ASSORTMENTS

To meet a demand for a sales leader and to offer a bargain collection for the customer, we offer these bundle assortments in two separate grades of plants. All assortments packed in attractive 2-color bags with large 4-color labels as illustrated at right.

ASSORTMENT RC5 Contains 5 heavy #2 grade bushes. One assortment only offered—one plant each of five everblooming bush roses—red, pink, white, yellow and multi-colored.

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas
18	5	2.8 lbs.	\$1.40

* Order Assortment RC5—Minimum order — 18 assortments.

ASSORTMENT RB5 Contains 5 strong medium grade plants (same as in Red Seal Brand B).

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas
12	5	4 lbs.	\$1.90

- * Better quality bundle assortment than above.
- * Available in five different assortments as listed below.
- * Order Assortment RB5 (whichever assortment wanted). Minimum order 12 assortments.

RB-5 ASST. NO. 1

1 Ami Quinard 1 Golden Charm
1 Etoile de Hollande 1 Editor McFarland
 1 Talisman

RB-5 ASST. NO. 2

1 Red Rose 1 White Rose
1 Pink Rose 1 Yellow Rose
1 Multi-colored Rose

RB-5 ASST. NO. 3

3 Red Radiance
2 Pink Radiance

RB-5 ASST. NO. 4

5 Red Radiance

RB-5 ASST. NO. 5

5 Blaze (everblooming Paul's Scarlet)



BUNDLE ASSORTMENT

VARIETY LIST - STANDARD ROSES

AVAILABLE IN BRANDS AAA, A, AND B

NOTE: Varieties marked * are the most vigorous growers and are therefore recommended for our Silver Seal Brand. Varieties not so marked are available in this brand in limited quantities only.

EVERBLOOMING BUSH ROSES

(75%-80% OF SALES)

RED VARIETIES 30-35% of Sales

- * Ami Quinard
- Better Times
- * Crimson Glory (Available in AAA & A Brand Only)
- E. G. Hill
- * Etoile de Hollande
- * F. S. Key
- * Grenoble
- * Poinsettia
- * Red Radiance

PINK VARIETIES 10-15% of Sales

- * Betty Uprichard
- Briarcliff
- * Editor McFarland
- * E. N. Perkins
- * Pink Radiance
- * The Doctor

WHITE VARIETIES 8-10% of Sales

- Caledonia
- * F. K. Druschki
- K. A. Viktoria
- * Konigin Luise

YELLOW VARIETIES 10-15% of Sales

- * Golden Charm
- * Golden Dawn
- Golden Ophelia
- * Luxembourg
- Sunburst

MULTI-COLORED VARIETIES 8-12% of Sales

- * Condesa de Sastago
- * President Hoover
- * Talisman

IMPORTANT:—Order in multiples of six plants per variety. Minimum Order—48 plants. Orders for smaller quantities will be billed at 20% extra for handling.

VARIETIES: There are over 5,000 different varieties of roses known. It is, of course, impossible for us to sell all varieties. Therefore, we grow and list only the most outstanding varieties chosen both for their superior characteristics as plants and for their proven ability as sales leaders.

LOOK FOR THIS TRADE-MARK



"SEAL-KRAFT" PROCESSED PLANTS MEAN BIGGER PROFITS FOR YOU

VARIETY LIST - PATENTED ROSES

AVAILABLE IN BRAND AX

WHAT ARE PATENTED ROSES! Several years ago a plant patent law was passed to furnish protection to any person or firm developing a new and distinctive plant. Through the protection provided by this law, a few firms have been able to spend considerable money on the hybridizing and breeding of new varieties of roses. These new and improved varieties are so called patented roses. Further, through this same protection, it has been possible to carry out extensive national advertising with the result that a big demand has been created for these new roses. We are licensed to grow and sell the varieties listed below. A minimum retail selling price is established by the patent owners below which they can not be sold; however; they may be sold at any price above minimum. We list below the best and most popular of these varieties.

ALL AMERICA ROSE SELECTIONS:—About ten years ago an organization known as All America Rose Selections was established for the purpose of selecting the best of the new roses. This is accomplished through the operation of official test gardens throughout the entire country. The All America rose selection winners which we offer are marked with an asterisk as a guide for the best of these new roses.

VARIETY LIST AND MINIMUM RETAIL PRICES

All these roses including climbers are everblooming

	Pat. No.	Min. Ret. Price	MULTI-COLORED BUSH	Pat. No.	Min. Ret. Price
RED BUSH			* Forty-Niner	792	2.50
* Chrysler Imperial	1167	2.75	* Taffeta	716	2.00
Happiness	911	2.50	* Mojave	PAF	3.00
* Mirandy	632	2.25			
* Nocturne	713	2.00			
New Yorker	723	2.00			
* Rubaiyat	758	1.75			
* Tallyho	828	2.00			
PINK BUSH					
* Charlotte Armstrong	455	2.25	CLIMBERS		
First Love	921	2.25	Cl. Crimson Glory (Red)	736	2.50
* Helen Traubel	1028	2.75	Cl. Peace (Yellow)	932	2.50
* Katherine Marshall	607	1.75	Cl. Summer Snow (White)	400	2.00
* M. M. McBride	537	1.75	Doublonns	152	2.00
Suzon Lotthe	934	2.50	High Noon (Yellow)	704	2.50
Symphonie	958	2.50	Cl. Floradora (Orange-Red)	1054	2.00
YELLOW BUSH					
* Diamond Jubilee	824	2.00	FLORIBUNDA		
Eclipse	172	1.75	* Fashion (Peach)	789	2.00
* Lowell Thomas	595	2.00	Goldilocks (Yellow)	672	1.50
* Peace	591	2.50	Holiday (Multi-Colored)	915	1.50
			Pinocchio (Pink)	484	1.50
			Red Pinocchio (Red)	812	1.50
			Summer Snow (White)	416	1.50
			Valentine (Red)	1029	2.00
			World's Fair (Red)	362	1.50
			* Vogue (Orange-Red)	926	2.00

* All America Selections

PLANT PATENT NOTICE

"THE following provisions apply to all patented and trademarked plants. Each of the plants so indicated is a patented variety under the laws of the United States and any assexual reproduction, or distribution by sale, gift or otherwise of scions, buds or cuttings therefrom for reproduction without license from the patent owners, constitutes an infringement of the patent for same. Any authorized reproduction, sale or other distribution of reproducing propagating material of these plants covered by the patents, under the names and/or trade marks of the patent owners, or any other name or names, will render the reproducer, seller and distributor thereof liable to prosecution for infringement under the United States Patent and Trade Mark Laws."

YOUR ROSE PLANTS PROTECTED BY SEAL-KRAFT PACKAGE

SEAL-KRAFT wax coating—the original wax coating for packaged plants—will not chip, peel, or crack off—stays on, provides lasting protection.

Only plants protected by the patented SEAL-KRAFT process can be waxed at the neck to provide a complete seal against loss of moisture.

Beautiful four-color illustrations with cultural information give SEAL-KRAFT packages irresistible sales appeal.

All SEAL-KRAFT plants are carefully pruned and tops tied for a clean, neat appearance.

Simple, easy to understand, planting instructions on every SEAL-KRAFT package.

TELEPHONE 4117

C. E. WILSON NURSERIES

JACKSONVILLE, TEXAS

SAVE ON TRANSPORTATION COSTS THROUGH OUR COLD STORAGE DISTRIBUTION PLAN.

If you are located east of the Mississippi River or more than 500 miles from Jacksonville, Texas.

Here's what we will do.

1. Whenever firm orders for any general area total a minimum carload (10,000 units) we will make a pool car shipment to a cold storage warehouse in advance of earliest shipping date.
2. We will pay the freight and cold storage charges.
3. We will bill you at list price and add freight and storage charges as per schedule on opposite page.

Here's what you do.

1. At the earliest possible date send us your firm order for your entire season's requirements. This order may be broken down into several orders or lots of a size to accommodate your sales for 10 days or 2 weeks.
2. You may withdraw your stock from storage in lots whenever and as you need it by merely notifying the cold storage company.
3. You pay transportation charges from the cold storage warehouse to your store.
4. You pay us net 30 days for each lot from date the lot is withdrawn from storage.

YOU benefit under this plan by:

1. Lower delivered cost. Even though the base price is higher, your delivered cost will be less because of the high express rates that apply when stock is shipped direct from nursery.
2. Being able to exploit favorable weather conditions to the fullest by withdrawing stock on short notice. Conversely if weather conditions are bad you may delay withdrawal.
3. Maximum reduction in shrinkage. Since you may withdraw stock only as needed, spoilage should be practically eliminated.
4. Customer satisfaction and good will. Since you will be always selling nursery fresh stock from storage, customer complaints should be negligible.

What we cannot do:

1. Place unordered stock in storage. Still high packaging and transportation charges make the risk too great. Special orders to fill out fast moving varieties and to supplement original orders will be shipped promptly from our nursery cold storage at Jacksonville, Texas, and will be billed for at the F. O. B. Jacksonville price, with customer paying the transportation charges from Jacksonville.
2. Except in a few instances where trucks can be used, we cannot ship to cold storage for later distribution in less than carload lots. Such lots would have to be shipped by express at rates $\frac{3}{4}$ times the carload freight rates.

This Plan Works—A proven success.

This plan has been operated successfully at the following points:

Atlanta, Georgia
Orlando, Florida
Winston-Salem, N. C.
Richmond, Virginia
Kansas City, Kansas
Wichita, Kansas
St. Louis, Missouri

Chicago, Illinois
Manchester, Connecticut
Denver, Colorado
Colorado Springs, Colorado
Pueblo, Colorado
El Paso, Texas
Albuquerque, N. M.

It can and will be worked in any locality where satisfactory arrangements for cold storage facilities can be made and sufficient orders in a general area total approximately 10,000 units.

PLACE YOUR ORDER AT ONCE AND BE SURE TO GET IN ON THE BENEFITS OF THIS PLAN.

FREIGHT AND STORAGE CHARGES As Per Cold Storage Distribution Plan.

Rose bushes and shrubs shipped under our cold storage distribution plan (Whereby we prepay freight and cold storage charges) will be subject to a freight and storage charge in accordance with location of storage, and brand, or grade, of plants purchased. Instead of maintaining two separate price schedules as in the past, we will invoice plants at base price and add a separate item to cover freight and storage.

For example, invoice covering shipment of 300 Red Seal B Roses to storage in Atlanta would be made up as follows:

300 B Roses @ 45c	\$135.00
Freight and Storage charges	
(300 B Roses @ 5c)	15.00
Total Invoice	\$150.00

PREPAID FREIGHT AND STORAGE CHARGES AS FOLLOWS:

Location of Storage	For AAA—A—AX—B Packages	For RB5—RC5 Rose Bundles and Hedge Bundles
All cities listed on opposite page.	5c per plant	10c per bundle

For information concerning freight and storage charges to cities other than those listed on opposite page write for quotations.

Sometimes L.C.L. shipments, provided distance is not too great, can be handled on this plan, where satisfactory storage arrangement can be made.

SALES AND MERCHANDISING AIDS

At the time each shipment is made (or earlier if requested) we send to you a merchandising kit containing:

- * Large 13"x18" four-color display charts, showing most popular varieties of both standard and patented roses. Suitable for window and counter display.
- * Separate counter display cards for individual varieties.
- * Newspaper mats.
- * Planting and cultural instructions.
- * Other miscellaneous information.



THIS TRADEMARK HAS CUSTOMER CONFIDENCE
BUILDS SALES FOR YOU!

The SEAL-KRAFT trademark used to identify nursery stock packaged by the patented SEAL-KRAFT process since its inception is familiar to millions of satisfied customers who know from experience that SEAL-KRAFT plants live, grow, and bloom.

For you, the dealer, SEAL-KRAFT stands for even more—it means the utmost in care and protection for the life of every trademarked plant from its inception in the nursery until final planting in the consumer's garden. This adds up to sales and profits for you.

SHRUBS - VINES - HEDGING PACKAGES - PRICES - DESCRIPTION - SPECIFICATIONS

Brand Symbol	No. of Units Per Carton	No. of Plants Per Carton	Approximate Weight	Price F.O.B. Jacksonville, Texas
Red Seal B	24-36	1	1.3 lbs.	45c Each

* Packaged same as Red Seal Rose B (see that illustration, page 2).

* Plants—nice, well branched—corresponding to 18"-24" nursery grade. Cut back when packaged to 14".

* Each package has 4"x3" four-color variety label.

* Order Shrubs Brand B—Minimum order 6 plants per variety.

VARIETY LIST

Flowering Shrubs—10 to 20% of Total Sales

Variety	Color of Flowers	Variety	Colors of Flowers
Althea	Pink	Honeysuckle Bush	Red
Althea	Red	Honeysuckle Bush	White
Althea	Purple	Hydrangea	White
Althea	White	Japan Quince	Orange Red
Butterfly Bush	Lilac	Lilac	Purple
Crape Myrtle	Pink	Spiraea	Red
Crape Myrtle	Red	Spiraea	White
Dogwood, Red Branched	White	Syringa, Mock Orange	White
Forsythia	Yellow	Weigelia	Red
Honeysuckle Bush	Pink	Weigelia	Pink

Climbing and Flowering Vines—3 to 5% of Total Sales

Variety	Color of Flowers	Variety	Color of Flowers
Boston Ivy	3 Leaf Ivy	Honeysuckle	Yellow
Clematis	White	Wisteria	Purple

PRIVET HEDGING

Privet Hedge plants are available in packages of 10 plants. Packages are wrapped similar to shrubs, and carry a four-color picture label.

Cost F.O.B. Jacksonville, Texas - \$1.00 per bundle

Look at these FIRSTS

C. E. Wilson Nurseries in the development of their Seal-Kraft plant merchandise were first firm:

1. To use duplex Krinkle-Kraft paper.
2. To use corrugated paper cartons of small size for easy handling.
3. To wax coat Rose Bushes.
4. To use Polyethylene plastic film in packaging plants.
5. To use four-color illustrations on plant packages.
6. To operate large scale refrigerated storage of bushes for sole protection of rose bushes.
7. To inaugurate and operate comprehensive cold storage distribution.

SHIPPING SEASON

OCTOBER THROUGH APRIL

Fall planting normally can be accomplished any time after October 1st and since fall is the best time of year for planting in the South, more and more customers are purchasing their plants at that time. Stores are advised to take advantage of this trend and increase their plant sales by ordering shipments for October and November. Weather conditions permitting, our shipping season starts October 1st and shipments can be made anytime thereafter. Also, because of our cold storage facilities, shipments can be extended through April thus increasing the length of the selling season.

TERMS:—All prices quoted are wholesale prices, net 30 days from date of invoice. Credit gladly extended to firms of known responsibility. Satisfactory references required from others. C. O. D. orders must be accompanied by 25% cash. Because of present unsettled conditions prices are for immediate acceptance only and subject to change without notice. All stock is offered subject to being unsold on receipt of order and without liability to use should the stock be injured by frost, hail, fire or other cause beyond our control.

INDEX

	Page
Wilson Organization—The people you do business with	Inside Front Cover
Seal-Kraft—Its development	Inside Front Cover
Why Buy Seal-Kraft	Page 1
Silver Seal AAA Package—Description and Price	Page 2
Gold Seal A Package—Description and Price	Page 2
Red Seal B Package—Description and Price	Page 2
Pat. AX Package—Description and Price	Page 3
Bundle Assortments of Roses—Description and Prices	Page 3
Prices—all packages	Pages 2 and 3
Variety List—Standard Roses	Page 4
Variety List—Patented Roses	Page 5
Cold Storage—Distribution Plan	Page 6
Freight and Storage Charges	
As Per Our Cold Storage Distribution Plan	Page 7
Sales and Merchandising Aids	Page 7
Shrub and Hedge Information—Variety List and Prices	Page 8
Illustration of Warehouse	Back Cover
Illustration of Different Packages grouped together	Back Cover

HANDLING, STORAGE & SHIPPING FACILITIES AT THEIR BEST

. . . A very important reason why SEAL-KRAFT processed plants mean bigger profits for you.



OUR PACKING AND COLD STORAGE WAREHOUSE

Improper handling can kill the best plants in the world in a few minutes. To prevent this we have developed and built special handling equipment for many operations such as planting, cultivating, digging, bundling, transporting, storage and grading. All are important but perhaps the most important is our storage facilities. Above is shown our new cold storage plant at Jacksonville, Texas, near our

Texas Nurseries in the largest rose growing section in the country. This plant, designed by us, has storage capacity of over three quarters of a million plants. Modern air conditioning and refrigeration equipment keep both humidity and temperature accurately controlled to the exacting storage conditions required for nursery stock.



Red Seal
Brand
B

Gold Seal
Brand
A

Silver Seal
Brand
AAA

Pat. Rose
Brand
AX

RB5
Rose
Ass't

THE SEAL-KRAFT FAMILY

C. E. WILSON NURSERIES
JACKSONVILLE, TEXAS • PHONE 4117